

CLAIMS

What is claimed is:

- 5 1. A method for enabling interactive participation at a live spectator event
held at a live event venue and attended by a plurality of persons at said
venue, at least a portion of said persons being participating spectators
employing a wireless interactive device having capability (i) to receive
and transmit messages, (ii) accept input via a user input interface, and
10 (iii) output messages to a user output interface, the method comprising
the steps of:
providing a wireless communication system adapted to transmit and
receive messages with said interactive device;
querying said participating spectators to respond to at least one query
15 with an answer entered through said user input interface and
transmitted by said interactive device;
receiving answers entered by said participating spectators;
transferring said answers to a central processor; and
processing said answers into results using said central processor.
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2. A method as recited by claim 1, further comprising the step of
disseminating at least one promotional message to said participating
spectators.

3. A method as recited by claim 3, wherein said promotional message is disseminated for monetary consideration from an advertiser.
4. A method as recited by claim 1, wherein a unique signature is associated
5 with each of said wireless interactive devices and adapted to be transmitted therefrom.
5. A method as recited by claim 4, wherein said unique signature comprises indicia entered into said wireless interactive devices using the user input
10 interface thereof.
6. A method as recited by claim 5, further comprising the step of providing an entry ticket to each of said persons for entry to said live spectator event, said entry ticket bearing unique identifying indicia appointed to
15 be entered into said interactive device, and said unique signature contains coding corresponding to said indicia.
7. A method as recited by claim 5, wherein said live event venue has individual seat locations, each identified by a seat location, and said
20 method further comprises the step of providing an entry ticket to each of said persons for entry to said live spectator event, said entry ticket bearing of one of said seat locations and further identifying indicia, the seat location and indicia being appointed to be entered into said

interactive device, and said unique signature contains information corresponding to said seat location and indicia.

8. A method as recited by claim 1, further comprising collecting
5 demographic characteristics of at least a portion of said participating spectators.
9. A method as recited by claim 1, wherein said promotional message is selected based on said demographic characteristics of said participating
10 spectator.
10. A method as recited by claim 4, further comprising the step of conducting an auction of goods or services, wherein participating spectators submit bids entered using said user input interface.
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11. A method as recited by claim 1, further comprising the step of offering at least one incentive to induce said persons to become said participating spectators during said live spectator event.
- 20 12. A method as recited by claim 11, wherein said incentive comprises the dissemination of at least one instant message to said participating spectators during said live spectator event.

13. A method as recited by claim 11, wherein said incentive comprises a chat room in which participation is limited to said participating spectators.
- 5 14. A method as recited by claim 11, wherein said incentive comprises conveying to said participating spectator at least one of goods, services, or coupons redeemable for at least part of the price of goods or services.
- 10 15. A method as recited by claim 11, wherein said incentive comprises electronic transfer of consideration to said participating spectator.
- 15 16. A method as recited by claim 1, further comprising the step of relaying informational items, said items being transmitted by said wireless communication system to said wireless interactive device for output using said user output interface.
17. A method as recited by claim 16, wherein said informational items contain event-related content.
- 20 18. A method as recited by claim 16, wherein said informational items comprise items selected from the group consisting of news reports, traffic condition reports, weather conditions, weather forecasts, sports news and scores,

19. A method as recited by claim 1, wherein said querying comprises a contest.
20. A method as recited by claim 1, wherein said querying comprises a
5 game.
21. A method as recited by claim 1, wherein said querying comprises an opinion poll.
- 10 22. A method as recited by claim 1, further comprising the step of awarding a prize to at least one of said participating spectators who has entered an answer in response to said querying.
- 15 23. A method as recited by claim 4, further comprising the steps of soliciting a purchase of goods or services by said participating spectators; accepting orders for said purchase entered by said participating spectators using said user input interface, transmitted by said interactive device; and submitting said orders to a vendor for fulfillment for monetary consideration.
- 20 24. A method as recited by claim 23, wherein said goods comprise at least one item of food, beverage, and promotional merchandise.

25. A method as recited by claim 23, wherein said goods or services are delivered using said unique signature to locate said participating spectators in said live event venue.
26. A method as recited by claim 1, wherein said querying is limited to a
5 portion of said participating spectators.
27. A method as recited by claim 1, wherein said wireless communications system transmits and receives using at least one transmission form selected from the group consisting of radio transmission, microwave transmission, broadband wireless data transmission, ultra-wide band
10 transmission, spread-spectrum transmission, and satellite transmission.
28. A method as recited by claim 1, wherein said interactive device is a member selected from the group consisting of cellular telephones, two-way pagers, wireless personal digital assistants, and wireless pocket PC's.
- 15 29. A method as recited by claim 1, wherein said wireless interactive device is Internet-enabled and at least a portion of the communications to and from said wireless interactive device is accomplished using the Internet.
30. A method as recited by claim 1, wherein said user input interface
20 comprises a plurality of keys.
31. A method as recited by claim 1, wherein said user input interface comprises at least one member selected from the group consisting of a

keypad, selection buttons, a touch screen, a pointing device, a rotatable dial, and a voice recognition system.

32. A method as recited by claim 1, wherein said user output interface
5 comprises at least one of an alphanumeric text display, a graphical display, and an audio output means.
33. A method as recited by claim 1, wherein said querying step is
accomplished by at least one display visible to said participating
10 spectators.
34. A method as recited by claim 33, wherein said display comprises at least one of a scoreboard and a large-scale video display.
- 15 35. A method as recited by claim 33, wherein said live event venue includes at least one auxiliary area and said display is visible in said auxiliary area.
36. A method as recited by claim 1, wherein said querying step is
20 accomplished by a notice audible to said participating spectators.
37. A method as recited by claim 1, wherein said querying step is accomplished by a message transmitted by said wireless communication

system to said interactive device and output by said user output interface.

38. A method as recited by claim 1, further comprising the step of
5 announcing said results.

39. A method as recited by claim 38, wherein said announcing step is accomplished by a notice audible to said participating spectators.

10 40. A method as recited by claim 38, wherein said announcing step is accomplished by at least one display visible to said participating spectators.

41. A method as recited by claim 38, wherein said announcing step is
15 accomplished by a message transmitted by said wireless communication system to said interactive devices and output by said user output interface.

42. A method as recited by claim 1, further comprising the step of offering
20 of a special-purpose wireless interactive devices for sale or rent to said persons.

43. A method as recited by claim 1, wherein said live spectator event comprises multiple activities occurring simultaneously in different locations within a venue.
- 5 44. A method as recited by claim 1, wherein said wireless interactive system comprises plural providers of wireless services, said providers being connected for the exchange of information.
45. A method as recited by claim 1, wherein said wireless communications
10 system comprises wireless service provided by one or more authorized providers, and at least a portion of said participating spectators employ wireless interactive devices serviced by other providers and are furnished with an access code permitting them to connect to one of said authorized providers, whereby said participating spectators are enabled
15 to participate in the present method.
46. A method for enabling interactive participation at a live sporting event held at a live event venue and attended by a plurality of persons at said venue, at least a portion of said persons being participating spectators
20 employing a wireless interactive device having capability (i) to receive and transmit messages, (ii) accept input via a user input interface, and (iii) output messages to a user output interface, the method comprising the steps of:

providing a wireless communication system adapted to transmit and
receive messages with said interactive device;
querying said participating spectators to respond to at least one query
with an answer entered through said user input interface and
5 transmitted by said interactive device;
receiving answers entered by said participating spectators;
transferring said answers to a central processor;
processing said answers into results using said central processor; and
announcing said results.

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47. A system for enabling interactive participation at a live spectator event
held at a live event venue and attended by a plurality of persons at said
venue, at least a portion of said persons being participating spectators
15 employing a wireless interactive device having capability (i) to receive
and transmit messages, (ii) accept input via a user input interface, and
(iii) output messages to a user output interface, the system comprising:
a wireless communication means for transmitting and receiving messages
with said interactive device;
20 means for querying said participating spectators to respond to at least
one query with an answer entered through said user input interface
and transmitted by said interactive device;

means for processing into results said answers entered by said
participating spectators, received by said wireless communications
system, and transferred to said central processor; and
means for announcing said results.

- 5 48. A system as recited by claim 47, wherein said wireless communications
means comprises at least one wireless system operated by a wireless
service provider.
49. A system as recited by claim 47, further comprising means for
disseminating at least one promotional message to said participating
10 spectators through said user output interface of said interactive device.
50. A system as recited by claim 47, wherein said disseminating means
comprises a promotional message server in data communication with
said wireless communications system, said promotional message server
15 providing said at least one promotional message from a plurality of
messages stored in said promotional message server and sending said
promotional message to said wireless interactive device through said
wireless communications system.
- 20 51. A system as recited by claim 47, wherein said querying means comprises
at least one display visible to said participating spectators.
52. A system as recited by claim 47, wherein said announcing means
comprises at least one display visible to said participating spectators.

53. A system as recited by claim 47, further comprising at least one prize appointed to be awarded to at least one of said participating spectators.

5 54. A system as recited by claim 47, further comprising an order processing server in data communication with said wireless communications means, said order processing server receiving orders for goods and services entered by said participating spectators using said user input interface and communicating said orders to a provider of goods and services for
10 order fulfillment.

55. A system as recited by claim 48, wherein said wireless interactive device is a member selected from the group consisting of cellular telephones, wireless personal digital assistants, wireless pocket PC's, and two-way
15 pagers, said member being provided wireless access by said wireless service provider.

56. A system as recited by claim 47, wherein said wireless interactive device is Internet enabled and communicates therewith.

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57. A system as recited by claim 47, wherein said wireless interactive device incorporates circuitry for receiving broadcast informational items and said system further comprises a broadcasting system broadcasting said

informational items appointed to be received by said wireless interactive device.

58. A system as recited by claim 47, wherein said wireless communications
5 system transmits and receives using at least one transmission form
selected from the group consisting of radio transmission, microwave
transmission, broadband wireless data transmission, ultra-wide band
transmission, spread-spectrum transmission, and satellite transmission.

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59. A system as recited by claim 27, wherein said user output interface bears
at least one of said query directed to said participating spectators and
said results.

- 15 60. A system as recited by claim 27, wherein said means for processing
comprises a central processor including at least one general-purpose
computer.

- 20 61. A system as recited by claim 60, further comprising at least one
distributed receiving server in data communication with said central
processor and said wireless communications system, and wherein a
computer program stored in said receiving server receives said answers
and transfers said answers to said central processor.

62. A system as recited by claim 47, further comprising at least one visible display bearing at least one of said query directed to said participating spectators and said results.
- 5 63. A system as recited by claim 62, wherein said visible display comprises a plurality of video monitors dispersed throughout said venue.
64. A system as recited by claim 62, wherein said visible display comprises a scoreboard visible to the participating spectators in said venue.
- 10 65. A system as recited by claim 62, wherein said visible display comprises a large screen display visible to the participating spectators in said venue.
- 15 66. A system as recited by claim 60, wherein a computer program stored in said central processor is operative to process into results said answers entered by said participating spectators.
- 20 67. A system as recited by claim 50, wherein said promotional message server employs demographic characteristics of said participating spectators in selecting said promotional message.
68. A system as recited by claim 60, further comprising an order fulfillment server in data communication with said central processor, and wherein a

computer program stored in said order fulfillment server receives orders for goods and services placed by said participating spectators and communicates said orders to a provider of said goods and services.

- 5 69. A system as recited by claim 68, further comprising a connection to an electronic financial network by which monetary consideration is received for said goods and services provided to said participating spectator by said provider.
- 10 67. A system as recited by claim 47, wherein said wireless interactive device further comprises localization circuitry and transmits its position obtained from said localization circuitry.
- 15 68. A method as recited by claim 23, wherein said interactive device further comprises localization circuitry and transmits a position obtained from said localization circuitry and indicia identifying said device, and said position and indicia are used to effect delivery of goods to said participating spectator.
- 20 69. A method as recited by claim 22, wherein said prize is delivered to said participating spectator.
70. A method as recited by claim 22, wherein said prize is transferred electronically to said participating spectator.